

Public Comment Priority #7: Schedules at more bus stops

Per the request of the Long-Range Metro Transit Planning Ad Hoc Subcommittee, I have prepared the following proposal for a trial implementation of bus stop sign pole information display units.

Current practice

Metro Transit currently posts stop level departure data at the four off-street Transfer Point facilities (Kiosk posters) and around 150 bus shelters maintained by Metro Transit (Shelter posters – including the Middleton Transfer Point). Metro Transit also provides laminated shelter posters for some additional bus shelters owned and/or maintained by other entities (i.e East Towne Mall, locations on the UW campus).

Metro Transit also provides a printable PDF file of stop level departure data for every bus stop location on its website, so that riders may produce their own copies of this information for any stop they need.

In most instances, the present data format of the printable PDF file would fit within the dimensions of the information display unit previously identified by staff (COM180RP, sized 8 ½" x 14"). The exception may be at certain high-density stops with multiple routes, where a second display unit may be needed in order to fit all the stop level departure data.

Proposed pilot project

The proposed pilot program would target “inbound” bus stops along the Route 2 corridor (operating between the West and North Transfer Points, via University Avenue and Johnson/Gorham Streets). Inbound bus stops are those locations where the predominant passenger activity would be boarding for travel towards the downtown or UW campus area. Fifteen bus stop locations are identified for this pilot, on the basis of their proximity to major intersections and generally how they fill in gaps between bus stops with information currently posted (i.e. bus stops with shelters). The listing of proposed stops is in the table below:

Rt	Dir	Stop Location	Other Routes
02	NTP	WHITNEY > MINERAL PT [2401]	12,28
02	NTP	REGENT > WHITNEY [2201]	14,28,56,57
02	NTP	UNIV AVE < HILL [2595]	11,12,15,28,37,38,70,71,72
02	NTP	U BAY > UNIV AVE [2131]	None
02	NTP	UNIV AVE > HIGHLAND [2561]	1,8,9,37,48,80
02	NTP	CAMPUS > RANDALL [0887]	1,3,7,8,9,12,14,15,19,29,37,48,56,57,58,70,71,72,74,82
02	NTP	W JOHNSON > BASSETT [0555]	3,7,8,9,11,12,13,14,15,27,28,37,47,56,57,58,70,71,72
02	WTP	N SHERMAN > COMMERCIAL [1154]	28
02	WTP	BALDWIN > SHERMAN [1936]	28
02	WTP	FORDEM > MC GUIRE [1692]	28
02	WTP	E JOHNSON > FORDEM [1892]	5,9,27,28
02	WTP	GORHAM % BASSETT [0428]	1,3,7,8,9,11,12,13,14,15,19,27,28,37,38,47,56,57,58,70,71,72
02	WTP	UNIV AVE < MILLS [0234]	1,3,7,8,9,11,12,14,15,19,27,28,29,37,38,48,56,57,58,70,71,72
02	WTP	UNIV AVE < SHOREWOOD [2714]	11,12,15,28,37,38,70,71,72
02	WTP	MIDVALE > UNIV AVE [2812]	11

The following information represents the estimated capital and operating expenditures needed to conduct this trial:

Capital purchase costs

The original quote from Innocom (the information display holder supplier previously identified by staff) was \$69.96 per unit for 2100 units. Assuming that a smaller purchase of 15 units would remain at the same per-unit cost, the capital expenditure for Innocom would amount to \$1049.25. A ten dollar tool used to access the display unit would bring this amount to \$1059.25 total.

Operating installation costs

The bus stop sign poles located along rights-of-way controlled by the City of Madison are owned and maintained by the City of Madison Sign Shop. All fifteen bus stop locations above would require an inter-agency expenditure by Metro for the installation time and materials of the sign shop. Based upon previous work order requests, materials would cost in the range of \$2.52 up to \$17.74 per unit (based on what the bus stop sign is attached to: a pre-drilled drive post or solid pipe or lamp pole). Labor costs per unit would amount to approximately \$30.66 (estimating an average of thirty minutes time using a pickup truck). Total inter-agency expenditures (materials plus labor) would range between \$497.70 and \$726.00.

Operating maintenance costs

Metro Transit building and grounds staff update and maintain posted stop level departure data in bus shelters and the kiosks at the four transfer points. The approximate cost for this labor is \$60.58 per hour. Applying the same time estimate for work at each sign pole location (30 minutes) – this would total an initial expenditure of at least \$454.35 to post the associated schedule data for each of the fifteen locations. Subsequent schedule changes that require updated trip departure information would also be a recurring operating expense.

Conclusion

Overall, this proposed pilot project would cost in the neighborhood of two to three thousand dollars to implement, and five hundred dollars to maintain at each subsequent schedule change. Metro Transit currently expends approximately \$4,800 each time the schedule posters need to be updated in all of the bus passenger shelters and the transfer point kiosks.

City Traffic Engineering would need to provide final approval of the aspects of this pilot project - prior to their sign shop staff mounting any infrastructure on the sign poles that they maintain.

Any expansion of this program to bus stop signs along rights-of-way controlled by other jurisdictions or private parties would require the review and approval of those controlling agencies (i.e. municipal public works and/or political action; or private property management).



COM180 Outdoor Single Panel Information Display

Our custom sized COM180 single panel bus stop sign displays are now available in three different materials—recycled plastic, aluminum and stainless steel. Regardless of which material you prefer, the custom built display will fit your exact graphic requirements.

Point of purchase information is vital for bus passengers—especially for the infrequent rider. By displaying your vitals at the bus stop (route map, schedule and fare structure) you provide your riders with all the information they desire and need.

The **COM180RP** is the recycled plastic model and least expensive of the three materials we feature. It has a ½” thick frame and a lexan lens. Schedule information is replaced by removing the lens held in place with front-facing stainless steel tamper proof screws. Rubber gaskets and a unique interior air circulation grid lessen moisture and humidity buildup. Being made from recycled plastic, the COM180RP has no salvage value to potential thieves. In addition to black, the recycled plastic frame is available in white, green, brown, yellow, blue, beige and red.

Our **COM180SS** model is made from stainless steel and the **COM180RC** is made from aluminum with a powder coat finish. The stainless steel version is identical to the aluminum model as far as manufacturing criteria is concerned.

All three versions easily bolt to square or u-channel bus stop sign posts.

[Download an Innocom orderform](#) (in pdf format)

[Adobe Acrobat Reader®](#) lets you view, navigate, and print Adobe Portable Document Format (PDF) files.

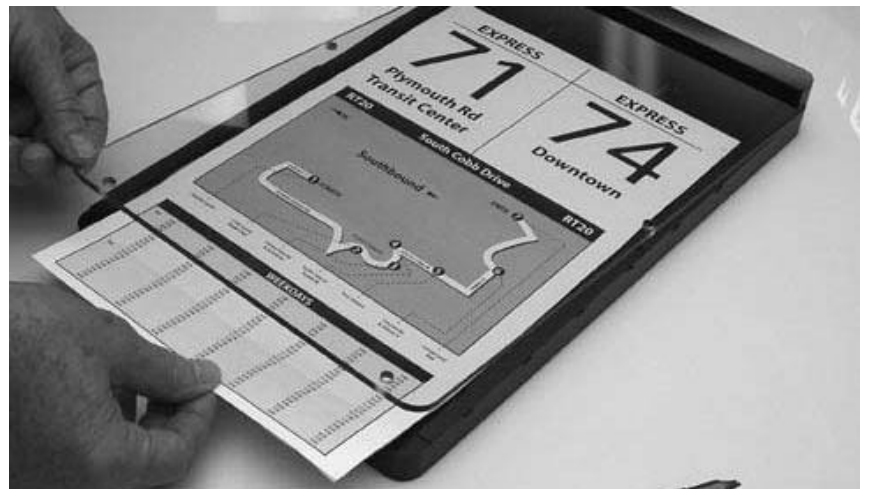


For more information about this product, contact :

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Columbus, Ohio 43219

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Weekdays Light Type=AM Dark Type=PM

Route 1 Capitol Square
 9:54 10:54 11:54 12:54 1:54 2:54

Route 2 North Tfr Pt
 5:33 5:57 6:19 6:49 7:21 7:51 8:21 8:51 9:21 9:49 10:19 10:49 11:19 11:49 12:19 12:49 1:19 1:49 2:19 2:49 3:19 3:49 4:19 4:49
 5:19 5:49 6:18 6:48 7:18 7:48 8:18 8:47 9:17 9:47 10:17 10:47 11:17 11:47

Route 9 East Tfr Pt
 9:23 9:53 10:23 10:53 11:23 11:53 12:23 12:53 1:23 1:53 2:23 2:53

Route 37 Pflaum Rd
 6:02 6:17 6:31 6:48 7:03 7:18 7:33 7:49 8:07 8:22 8:33 8:37 8:49 8:52 8:59 9:03 9:07 9:19 9:22 9:29 9:33 9:37

Route 48 Fitchburg
 6:38 7:08 7:39

Route 80 Memorial Union UW Recess service *See Metro Ride Guide for daily service calendar.*
 6:25 6:40 6:55 7:10 7:25 7:40 7:55 8:10 8:25 8:40 8:55 9:10 9:25 9:40 9:55 10:10 10:25 10:40 10:55 11:10 11:25 11:40 11:55 12:10
 12:25 12:40 12:55 1:10 1:25 1:40 1:55 2:10 2:25 2:40 2:55 3:10 3:25 3:40 3:55 4:10 4:25 4:40 4:55 5:10 5:40 6:24 7:09 7:54
 8:39 9:24 10:09 10:54 11:34 12:14

UW Standard service *See Metro Ride Guide for daily service calendar.*
 6:25 6:40 6:55 7:10 7:25 7:40 7:48 7:56 8:04 8:12 8:20 8:28 8:36 8:44 8:52 9:00 9:08 9:16 9:24 9:32 9:40 9:48 9:56 9:58
 10:04 10:10 10:16 10:22 10:28 10:34 10:40 10:46 10:52 10:58 11:04 11:10 11:16 11:22 11:28 11:34 11:40 11:46 11:52 11:58 12:04 12:10 12:16 12:22
 12:28 12:34 12:40 12:46 12:52 12:58 1:04 1:10 1:16 1:22 1:28 1:34 1:40 1:46 1:52 1:58 2:04 2:10 2:16 2:22 2:28 2:34 2:40 2:46
 2:52 2:58 3:04 3:10 3:16 3:22 3:28 3:32 3:36 3:52 3:58 4:04 4:12 4:20 4:28 4:36 4:44 4:52 5:00 5:08 5:16 5:24 5:32 5:48 6:04
 6:12 6:24 6:39 6:54 7:09 7:24 7:39 7:54 8:09 8:24 8:39 8:54 9:09 9:39 10:19 10:59 11:39 12:19 12:59 1:39* 2:19*

Saturdays

Route 2 North Tfr Pt
 7:19 7:49 8:19 8:49 9:19 9:49 10:19 10:49 11:19 11:49 12:19 12:49 1:19 1:49 2:19 2:49 3:19 3:49 4:19 4:49 5:19 5:49 6:19 6:49
 7:19 7:49 8:19 8:49 9:19 9:49 10:19 10:49

Route 8 Capitol Square
 7:41 8:41 9:41 10:41 11:41 12:41 1:41 2:41 3:41 4:41 5:41 6:41 7:41 8:41 9:41

Route 80 Memorial Union UW Recess service *See Metro Ride Guide for daily service calendar.*
 8:24 9:09 9:54 10:39 11:24 12:09 12:54 1:39 2:24 3:09 3:54 4:39 5:39 6:24 7:09 7:54 8:39 9:24 10:09 10:54 11:39 12:24

UW Standard service *See Metro Ride Guide for daily service calendar.*
 8:24 9:09 9:54 10:39 11:24 12:09 12:54 1:39 2:24 3:09 3:54 4:39 5:39 6:24 7:09 7:54 8:39 9:24 10:09 10:54 11:39 12:24 1:09 1:54

Sundays

Route 2 North Tfr Pt
 7:49 8:19 8:49 9:19 9:49 10:19 10:49 11:19 11:49 12:19 12:49 1:19 1:49 2:19 2:49 3:19 3:49 4:19 4:49 5:19 5:49 6:19 6:49 7:19
 7:49 8:19 8:49 9:19 9:49 10:19 10:49

Route 8 Capitol Square
 7:41 8:41 9:41 10:41 11:41 12:41 1:41 2:41 3:41 4:41 5:41 6:41 7:41 8:41 9:41

Route 80 Memorial Union UW Recess service *See Metro Ride Guide for daily service calendar.*
 8:24 9:09 9:54 10:39 11:24 12:09 12:54 1:39 2:24 3:09 3:54 4:39 5:39 6:24 7:09 7:54 8:39 9:24 10:09 10:54 11:39 12:24

UW Standard service *See Metro Ride Guide for daily service calendar.*
 8:24 9:09 9:54 10:39 11:24 12:09 12:54 1:39 2:24 3:09 3:54 4:39 5:39 6:24 7:09 7:54 8:39 9:24 10:09 10:54 11:39 12:24

Holidays

Route 2 North Tfr Pt
 7:49 8:19 8:49 9:19 9:49 10:19 10:49 11:19 11:49 12:19 12:49 1:19 1:49 2:19 2:49 3:19 3:49 4:19 4:49 5:19 5:49 6:19 6:49

Route 8 Capitol Square
 8:41 9:41 10:41 11:41 12:41 1:41 2:41 3:41 4:41 5:41 6:41

Please Note: Traffic and other conditions may affect a bus driver's ability to maintain these posted schedule times.
 A modified Saturday schedule will operate on Martin Luther King Jr. holiday, Friday following Thanksgiving, Christmas Eve and New Years Eve.